

# RADIO TV REPORTS, INC.

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FOR PUBLIC AFFAIRS STAFF

PROGRAM The 6:00 O'Clock Report

STATION WJLA TV

DATE February 6, 1984 6:00 PM

CITY Washington, DC

SUBJECT CIA Recruitment

RENEE POUSSAINT: Check the want ads. The CIA is looking for a few good spies. And Kathlene Matthews has the story next.

DAVID SCHOUMACHER: And keep my mouth shut. I don't think I'd be a good candidate.

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SCHOUMACHER: You may have noticed the ad in the Sunday papers: The CIA is looking for a few good agents. And, as News 7's Kathlene Matthews reports, the glamor of spying seems to be making a comeback.

KATHLENE MATTHEWS: The three letters CIA generally conjure up visions of the Berlin Wall, East-West intrigue and spies trying to come in from the cold. So this ad in yesterday's New York Times caught our eye, just as the CIA hoped it would.

In these ads what are you trying to appeal to?

MAN: Well, the best and the brightest, you know. The intelligence profession, which we think is a very important aspect of our national policy, we want to make sure that we get the best we -- the country has to offer.

[Clip of 007 movie.]

MATTHEWS: With the recent resurgence of 007 on film, the CIA has found recruiting is going well, so well, in fact,